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1939



We present our four-color photograph of SUPER SWISS MASTODON PANSIES selected from our seed fields, actual size.

LEST YOU FORGET

We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is not genuine unless grown in our gardens.

Steele's Pansy Gardens

Since 1893

E. J. STEELE, Manager

M. I. STEELE, Secretary

E. J. STEELE, Jr.,
Production Manager

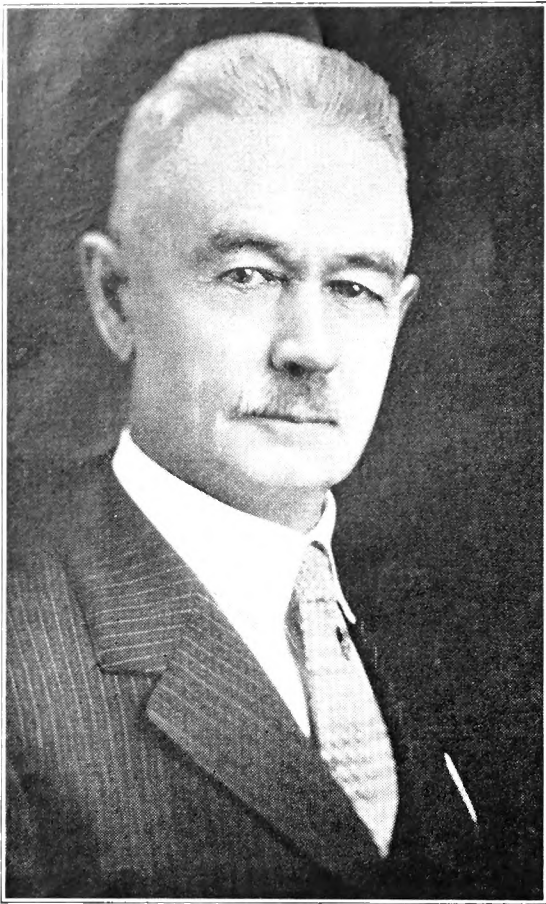
DONALD STEELE,
Supt. Test Gardens

Powell Boulevard at S. E. 42nd Avenue, Portland, Oregon, U. S. A.

1. Free with each order of \$2.50 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London.
- 2 Or, to anyone, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O. K.

Air Mail Orders from Atlantic States Reach Us in 20 Hours.

On Air Mail Orders Add 6 cents per oz.



E. J. STEELE

IN SUB TROPIC

1938		To Merchandise
Oct. 19	1,000	Pansy plants
Nov. 4	1,000	Pansy plants

LOUISIANA

\$5 00	
5 00	
<hr/>	
\$10 00	

Dear Mr. X

I want to compliment you on your wonderful pansies. They are the finest I have ever seen. Regards

Z

OR FAR NORTH

NORTH DAKOTA

Your mixed pansies are grand. From 1/2 oz. of seed we sold over 700 dozen plants at 25¢ more a basket than any of our competitors.

Rugby Greenhouses.

Rev J. C. Hutchinson, Mgr.

Preparing Bed for Germinating Seed

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Rake down and tamp surface true and smooth.
5. Soak down the bed several inches.
6. Sow in drills or broadcast—drills are better.
7. Cover as lightly as possible with your best soil or sand, mixed 50-50 with peat moss.
8. Use spray of water to moisten surface, after muslin or light burlap cover is on.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of burlap to retain moisture. As soon as plants begin to come through freely we remove burlap permanently, and sift tops of beds with thin layer of peat moss. To avoid damping off, water young seedlings **very sparingly**.

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. We use 125 to 150 square feet to sow an ounce of seed broadcast.

Alternate your pansy crop with some other crop.

THE UNUSUALLY HIGH GERMINATING QUALITIES OF STEELE'S MASTODON PANSY SEED is a revelation to all extensive growers who use our stock.

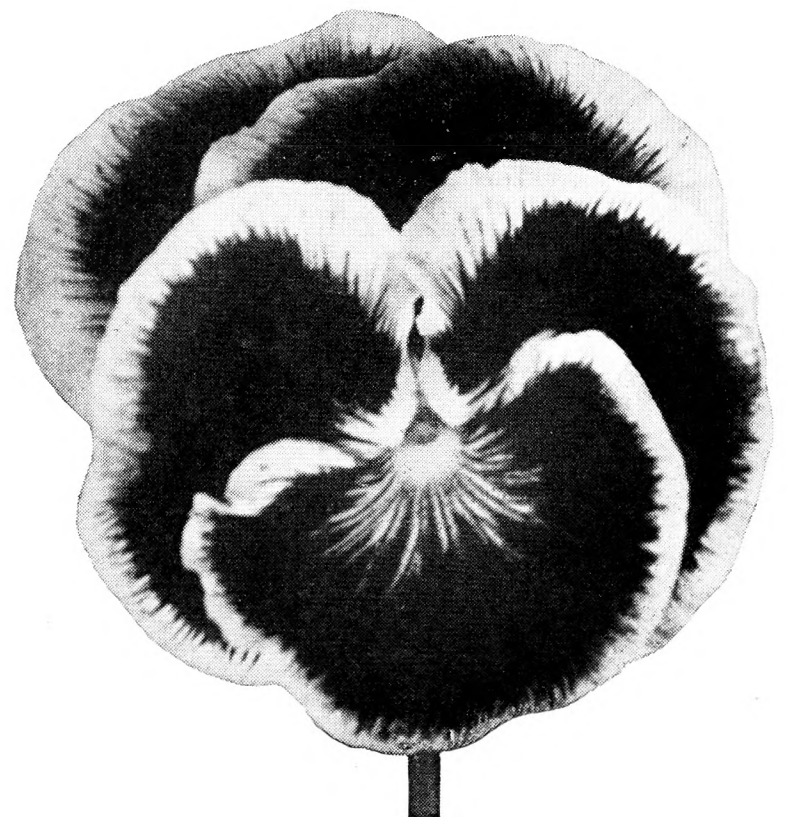
E. J. Steele
Manager

Owing to uniformity required in producing separate colors, the average size is not equal to the types of flowers found in our mixtures. We strongly advise mixtures for your main crop, and you save money thereby.

"Everything comes to him who hustles while he waits."

—Thomas Edison.

"An ounce of pluck is worth a pound of luck."



One of "Bud's" Mastodons

STEELE'S PANSY GARDENS

WINTER FLOWERING SWEET PEAS

BALL'S ORANGE—A magnificent flower of a glistening orange color. long stemmed. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.

SUNRAY—A glowing soft cerise on cream ground. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.

GIANT ROSE—Rose-pink. A heavy producer and one of the best bread and butter varieties. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.

SPRING SONG—A beautiful large rich salmon pink. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.

WHITE HARMONY—Strong growing black seeded white. Germinates easily and stems are long, flowers large, and of exquisite form. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.

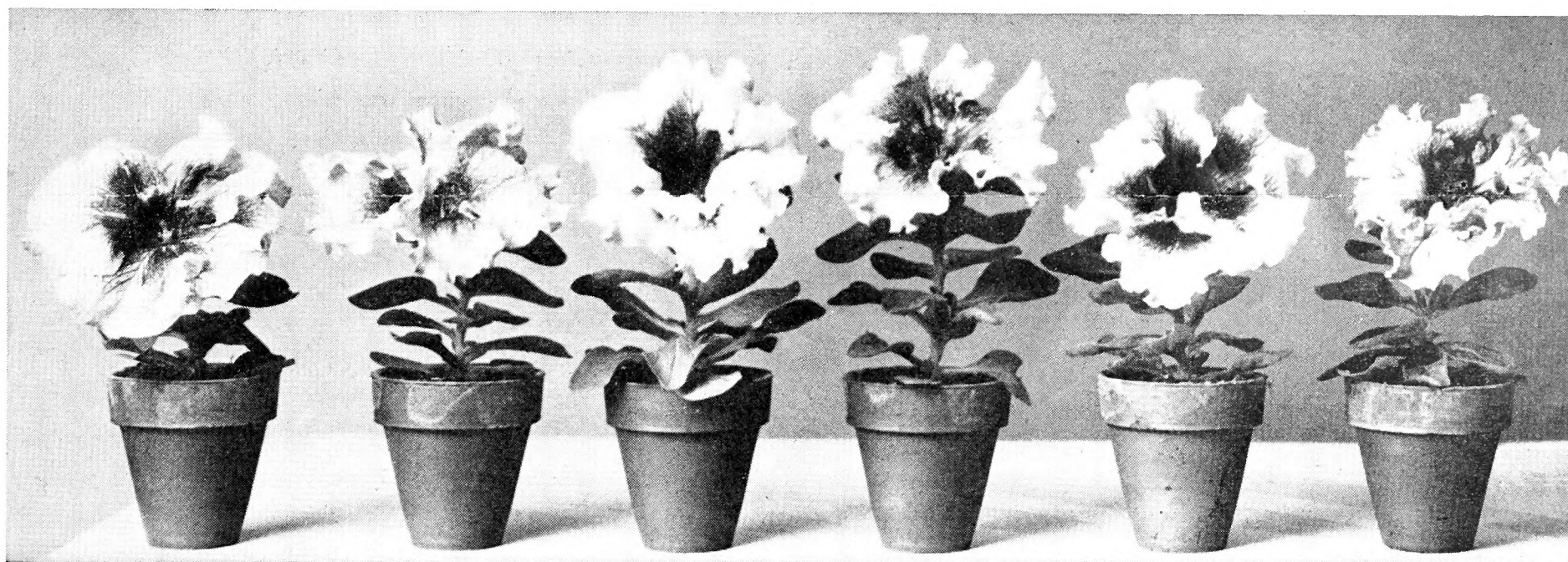
LAVENDER HARMONY—Finest lavender, strong growing and free flowering. Price: oz. 30c; 4 oz. \$1.00; 8 oz. \$2.00.

VULCAN—Bright scarlet blooms which do not burn even in strongest sunlight. Price: oz. 30c; 4 oz. \$1.00; 8 oz. \$2.00.

GLITTERS—One of the finest of its color, cerise with orange cast. Price: oz. 30c; 4 oz. \$1.00; 8 oz. \$2.00.



Giant Rose—1/3 Natural Size



No. 1 Diener's Ruffled Monsters in 3-inch pots, 12 weeks after sowing

DIENER'S PETUNIAS

Over eight thousand florists raised our Petunias last year and we have heard nothing but praise of their high quality. All of our seed bearers are first raised in 3-inch pots and must conform to the type you see in the accompanying picture of this catalog. This makes the producing of the seeds more expensive, but results in the high quality of our seeds. Every plant is dwarf and stocky, no pinching or staking necessary and they sell at sight. Over 500 seeds per trade packet.

RUFFLED MONSTER TYPE (Single)

No.	Average about 90% true	Tr. Pkt.
1.	PINK —Strongly veined center. Flowers 6 to 8 inches in diameter. One of the largest in existence.....	\$0.50
5.	RED WITH BLACK CENTER50
7.	RED and WHITE variegated. Immense size. Large yellow center50
11.	DIENER'S ELK'S PURPLE —Very fine.....	.25
45.	SANTA BARBARA —Single. Clean flame rose without a trace of purple. Very large flowers and continually in bloom.....	.50
20.	MAUVE —Center heavily veined with royal purple. One of the most exquisite and most popular varieties. Flowers average 5 inches across. Very fragrant50

OTHER VARIETIES OF SMALLER SIZE (Single)

No.	Tr. Pkt.
9.	PEARL OF KENTFIELD (THEODOSIA) —Deep rose pink. Medium size with edges heavily frilled. Very good for pot plants and bedding.....
	\$0.50

DOUBLE PETUNIA TYPES

38.	DOUBLE RUFFLED MONSTERS MIXED —Same colors and sizes as single Ruffled Monsters, but double. Bring enormous flowers. Excellent for 4 or 5-inch pots or bedding. Average amount of double varieties in this mixture is 50%.....	1.00
47.	Jumbo Mixture of Ruffled Monster Petunias —A selection of only the very largest and most outstanding colors of these giant Petunias.....	1.00

● One packet each of 9 varieties—Price \$4.75 ●

Steele's Pansy Gardens

PORTLAND, OREGON, U. S. A.

Wholesale Prices Net

1939 Crop

EACH AND EVERY STRAIN LISTED ON THIS PAGE IS A GENUINE
"STEELE'S MASTODON." See Page 1.

Fluffy Ruffles (1936 Novelty)—Inviting world-wide attention. A ruffled all white pansy. Price: 1/32 oz. \$1. After July 10, price, 1/16 oz. \$1.00.

Jumbo Mixed—Earliest of all. These gigantic flowers, in our open field, with no special care whatever, were exhibited at the Northwest Flower Show in Seattle, measuring up to 4 1/4 inches in diameter! In all our 45 years as pansy specialists we have never seen a strain of pansies anywhere near their equal in average size; also has a fine wide range of bright colors. Price: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.25; 1/2 oz. \$6.25; oz. \$12.00; 2 oz. \$23.00; 4 oz. \$42.00.

Super Maple Leaf Mixed—Of huge size, fine form and substance and increasing the wide range of colors of Jumbos. Price: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.50; 1/2 oz. \$4.75; 1 oz. \$9.00; 2 oz. \$16.50; 4 oz. \$32.00.

Improved Sea Blue—Swiss. The most beautiful shade of blue we have ever seen. Very large. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00.

Super Swiss "400" Mixed—Grand in size, form, color and substance. Huge jewels of velvet and red and gold with variations of those colors, including shades entirely new. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00; 2 oz. \$13.00; 4 oz. \$24.00.

Miracle Mixed—Finest types of our strains, latest novelties. Mostly Super Swiss. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$1.75; 1/2 oz. \$3.25; oz. \$6.00; 2 oz. \$10.50; 4 oz. \$19.00.

Masterpiece Mixed—Long stems. For cut flowers only. Price: 1/16 oz. 85c; 1/8 oz. \$1.50; 1/4 oz. \$2.50; 1/2 oz. \$4.75; 1 oz. \$9.00; 4 oz. \$31.00.

"Aces" Mixed—Fine Market strain. Price: 1/16 oz. 50c; 1/8 oz. 85c; 1/4 oz. \$1.50; 1/2 oz. \$2.75; oz. \$5.00; 2 oz. \$9.00; 3 oz. \$13.50; 4 oz. \$17.50.

Improved 1937 Adonis—Light blue and lavender shades. Many ruffled types never before shown in this strain.

Golden Gate—A monster Golden Yellow. Dark center.

Isabelle—A ruffled bronze and yellow.

Mlle. Irene—A henna red type, new to pansies.

The price of each of the four varieties named above is: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00.

Panama Pacific—A large yellow.

Parisian Yellow—A pure yellow.

Bronze—Very large. Many shades.

Black—Nearly all jet black.

Grand Duke Michel—The largest all-white pansy.

Madame Steele—Elk's purple; immense blooms; a perfect self.

Improved Aurora—Rose and red shades.

Improved Beaconsfield—Upper petals lavender tinge, lower petals violet shades.

The price of each of the eight varieties named above is 1/16 oz. 50c; 1/8 oz. 85c; 1/4 oz. \$1.50; 1/2 oz. \$2.75; oz. \$5.

On Air Mail Orders add 6 cents per oz.

We do not offer seed packets of a size smaller than those listed above

OWING TO VARIATIONS IN SOIL, CLIMATE, CARE AND CULTIVATION, WE ARE
RESPONSIBLE ONLY FOR THE VALUE OF THE SEED.